



# Grace-Montana Heinze

Social Media and Content Marketing expert with additional expertise in E-Mail campaigning, and E-Commerce optimization.

Founder of montanasocials, a social media marketing agency for fashion, beauty & wellness brands: <https://www.montana-socials.com/>

📍 London, UK

[Portfolio link](#)

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## Links

[Website](#)

[LinkedIn](#)

[Instagram](#)

## Languages

German (Native)

English (Fluent)

Spanish (Basic)

## About

Distinguished social media marketing expert with a strong sense of customer focus and commercial know-how. With a curious creative mind and an analytical approach, I bring lateral thinking and passionate enthusiasm to every project and team I engage with. Forward-thinking and inquisitive, natural problem-solver. I have a wide breadth of unique experiences in digital marketing and campaign execution, e-mail marketing, content strategies & creation, as well as brand development.

### BRANDS WORKED WITH

Exponea

montanasocials

@mydailycouture Fashionblog

Paul Valentine / Faye Gmbh

Styla Gmbh

Swedish Fall (Contract)

Tomorrow Ltd

Zlabels BY Zalando

## Experience

### ● Content Creator

@mydailycouture Fashionblog | Jun 2016 - Now

- Consulting and producing content for fashion- and lifestyle brands according to their current marketing strategy and KPIs (among others: Dr. Hauschka, Underprotection, Charles & Keith, Astley Clarke)
- Creating image- and video content based on current trends and preferences of my audience
- Building in-depth knowledge of all relevant social media platforms to lead effective brand communications, recognize industry trends, and grow as an efficient project manager
- Expanding a network of top-notch agencies, fellow creators, and global brands
- Managing time schedules, budgets, negotiations, and marketing plans on a daily basis + liaising with external stakeholders

### ● Social Media Manager

Tomorrow Ltd | Oct 2021 - Apr 2022

- Planning and implementing content and editorial schedules to grow the company's social media channels with a focus on Instagram and LinkedIn (+11% on IG; +69% on LI in six months)
- Building cross-departmental relationships to optimize and further develop our communication and business development strategy
- Creative directing of new content segments and visual language
- Consulting our investment brands regarding their B2C social media strategy to grow their social commerce power and overall brand awareness

### ● Social Media & Content Manager

Swedish Fall (Contract) | Jun 2021 - Sep 2021

- Managed all content creator collaborations across Europe
- Optimized the Influencer strategy in order to minimize the budget whilst increasing the outcome (budget decreased from 1500€ per month to 500€ and I generated the same amount of image + video content through Influencer as well as promotions with even better quality)
- Created in-house content (image + video)
- Organized our social media channels and gave creative + strategic input for the editorial plan (product launches, educational content, how-to-style, behind the scenes, etc.)
- Developed processes and implemented efficient structures to integrate the social media activities and campaigns seamlessly into the marketing department

### ● Brand Campaigns Manager

Paul Valentine / Faye Gmbh | Sep 2020 - Mar 2021

- Managed a budget of 15.000€ per quarter for Influencer collaboration with an ROI of 2.4



- Lead the E-Mail-Marketing department, CRM, and social media marketing campaigns for our watch brand (Paul Valentine) and jewelry brand (Faye) across Europe (Black week + Christmas)
- In charge of the content direction for Faye, to strengthen the brand positioning and grow recognition (Instagram following +28%, revenue through Instagram + 17% within 4 months)
- Initiating cross-departmental collaborations to achieve a seamless omnichannel presence and improve revenue uplift
- Managed three freelancers and one working student

### ● **Solution Consultant**

Exponea | Feb 2020 - Jul 2020

- Consulted retailers and brands on how to use our marketing automation platform to enable business growth, revenue uplift, and brand awareness - focus on E-Mail and SMS-Marketing
- Identified potential opportunities within their current brand strategy to create individual use cases for an optimized customer approach and successful communication
- Managed project scoping and ensured successful hand-off to the delivery team

### ● **Solution Consultant**

Styla Gmbh | Oct 2018 - Dec 2019

- Coordinated and executed workshops on how to improve webshop's content structure and communication strategy with prospects and existing clients
- Spearheaded the solution demonstration competence as part of the sales process which helped shorten the sales circle by 27% and maximized our closing rate (among others BOGGI Milano, Essenza, Gill Marine)
- Created brand-aligned landing pages for prospects, consulting them on how to create the ultimate user experience

### ● **Business Development/E-Commerce Management**

Zlabels BY Zalando | Aug 2017 - Jun 2018

- Achieved to increase the webshop's conversion rate by 0.7% within 3 months by creating appealing trend pages for the women's apparel brand mint & berry; 0.4% for the luxury shoe label Mai Piu Senza
- Enhanced a contemporary newsletter layout to further increase conversion rate, CTR, and AOV/owned email campaigns for both brands
- Initiated product recommendations to further improve key metrics and directed the technical manual setup

### ● **Founder**

montanasocials | Apr 2022 - Now

montanasocials is a social media agency based in London, UK, operating globally.

We support brands and service providers from the fashion, beauty, and wellness industry by helping small & medium-sized businesses elevate their social media platforms and brand marketing.

With a strong emphasis on the right content strategy and additional reach through brand ambassadors and influencers, we manage our client's social media channels and digital marketing campaigns with a full 360 approach. This includes defining a content strategy and guidelines, setting up an editorial calendar, designing templates for social media, creating a community engagement plan, and so on).

Depending on your individual needs and KPI's, we tailor the perfect offer and combination of modules to guarantee the best outcome.

We aim to not just improve our client's brand recognition and visual identity, but also work towards converting their content into sales with on-brand storytelling and efficient process implementation.

Client's we've worked with or are currently consulting:

- Astley Clarke (jewellery)
- Stilnest (jewellery)
- Mejuri (jewellery)

- Kess Berlin (make up)
- vedi up (supplements)
- JAN 'N JUNE (female fashion)
- Dr. Hauschka (skincare)
- COMIS (skincare)
- Swedish Fall (sustainable activewear brand)

## Education & Training

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2015 - 2021 ● **HWTK University**

Bachelor of Arts, Marketing, PR & Communications Management